Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
If you got mashed in the elevator with your soft pack
try our new hard pack.
Benson & Hedges 100's.
Regular or Menthol
17 mg. "tar," 1.1 mg. nicotine, av. per cigarette, FTC Report, Oct. '74.

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Source: https://www.industrydocuments.ucsf.edu/docs/klwm0000